



SOCIAL MEDIA POLICY

Social media includes all means of communicating or posting information or content of any sort on the Internet, including to your own or someone else's web blog, journal or diary, personal website, social networking or affinity web site, web bulletin board or a chat room, whether or not associated or affiliated with CARS Racing Tour, as well as any other form of electronic communication. The most common forms of social media are Facebook, Twitter, Instagram and YouTube. Even though these forums may seem informal, as a competitor, participant or Official of CARS Racing Tour you are still expected to act professionally at all times. Ultimately, you are solely responsible for what is posted online. Before creating online content yourself and/or allowing others the ability to post online content for you, consider some of the risks and rewards that are involved. Keep in mind that any of your conduct that adversely affects CARS Racing Tour, other participants, or others may result in disciplinary action up to and including suspension.

KNOW IF THIS POLICY APPLIES TO ME:

This policy applies to CARS Racing Tour Competitors, Officials and participants. A competitor is a Driver, Entrant, Family Member Crew Member, Manufacturer or any other individual or entity who is a participant and participates competitively in an Event. An Official is any and all authorized CARS Racing Tour officers, employees, agents, representatives, and subcontractors. CARS Racing Tour reserves the right to apply the policy to other participants as it deems appropriate. In such case, CARS Racing Tour will provide: i) such existing participants with a bulletin and the policy via the electronic mail account on file with CARS Racing Tour for the Participant, Entrant and/or Associate and post the bulletin and the policy on the CARS Racing Tour website; ii) such new applicants with the policy as part of the membership application materials. Additional policies may also apply, including without limitation, CARS Racing Tour's employment policies (which is applicable to some Officials), and this policy shall not limit or reduce the obligations of any participant under such other policies.

KNOW AND FOLLOW THE RULES

Carefully read these guidelines, as well as the Official Series Rule Books, and ensure your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including suspension.

BE RESPECTFUL

Always be fair and courteous to others. Also, keep in mind that you are more likely to resolve complaints by speaking directly to a series official or others rather than posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage others or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by rule, law or policy.

BE HONEST AND ACCURATE

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Posts are "on the record" and available to the media, public, sponsors and other business partners and subject to discovery in litigation matters. Never post any rumors, speculation or information about CARS Racing Tour or others until an official announcement, release or post by official series social media account has been made to the public and media.

POST ONLY APPROPRIATE AND RESPECTFUL CONTENT

- Maintain the confidentiality of CARS Racing Tour and other participant trade secrets and private or confidential information. Trade secrets may include information regarding the development of systems, processes, products and technology. Do not post internal reports, policies or other internal business-related confidential communication.
- Do not create a link from your blog, website or other social networking site to a CARS Racing Tour or fellow participants website without identifying yourself as a CARS Racing Tour competitor or Official.
- Express only your personal opinions. Never represent yourself as a spokesperson for CARS Racing Tour or a fellow participant. Never use any others logos, trademarks or copyrighted materials without consent. If CARS Racing Tour is a subject of the content you are creating, be clear and open about the fact that you are a participant and that your views do not represent those of CARS Racing Tour or fellow participants.
- When an incident occurs, information concerning the incident becomes extremely sensitive. Participants may not use social media to comment on the identities, condition or other medical information of the drivers, crew members, fellow participants or others involved in the incident prior to an official update from CARS Racing Tour. In addition, during any time of emergency at the race track, do not post any information to social media account(s) until the situation has been resolved and an official update has been made by CARS Racing Tour.

RETALIATION IS PROHIBITED

CARS Racing Tour prohibits taking negative action against any participant or other for reporting a possible deviation from this policy or cooperating in an investigation. Any participant who retaliates against another participant or other for reporting a possible deviation from this policy or cooperating in an investigation will be subject to disciplinary action, up to and including termination.

MEDIA CONTACTS

Participants should not speak to the media on the company's behalf without contacting CARS Racing Tour. All media inquiries should be directed to CARS Racing Tour or info@CARSRacingtour.com. CARS Racing Tour reserves the right to modify this policy as it deems appropriate in its discretion. In such case,

CARS Racing Tour shall provide: i) existing participants with a bulletin and the revised policy via the electronic mail account on file with the series for the Participant, Entrant and/or Associate and post the bulletin and revised policy on the official series website, www.CARSRacingtour.com, ii) new applicants with the revised policy as part of the membership application materials.

FOR MORE INFORMATION:

Of course, nothing in this social media policy is meant to discourage participants from exercising their rights to use social media. Social media plays an integral role in reaching out to and growing our fan base. It is a way to give fans direct interaction with CARS Racing Tour, drivers, teams, tracks, and sponsors. This policy, if used correctly, will only enhance and brighten this experience for all parties involved.